

I. Press Packets

ETS

Summary: DEvelop multi-use, modular press/information packages tailored for different audiences.

Status:

- o B-M has reviewed materials and has requested additional materials from TI and RJR. Prototype packet will be disseminated to task force next week.

FET

Summary: Modular press/information packages to be tailored for different audiences.

Status:

- o B-M has received comments on prototype packets. B-M is incorporating revisions and will distribute revised packet to task force next week.

- o PM presently creating media analysis from clips to help refine existing media lists.

IA. Price Waterhouse Study

Summary: Potential to publicize economic impact information in the 50 states through press releases and events prior to release of health-care reform package.

Status:

- o Clarification on figure development received from TI and being incorporated into materials.

- o Both RJR and PM in touch with organisations in each state with similar interests who are likely to issue press releases at the appropriate time.

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